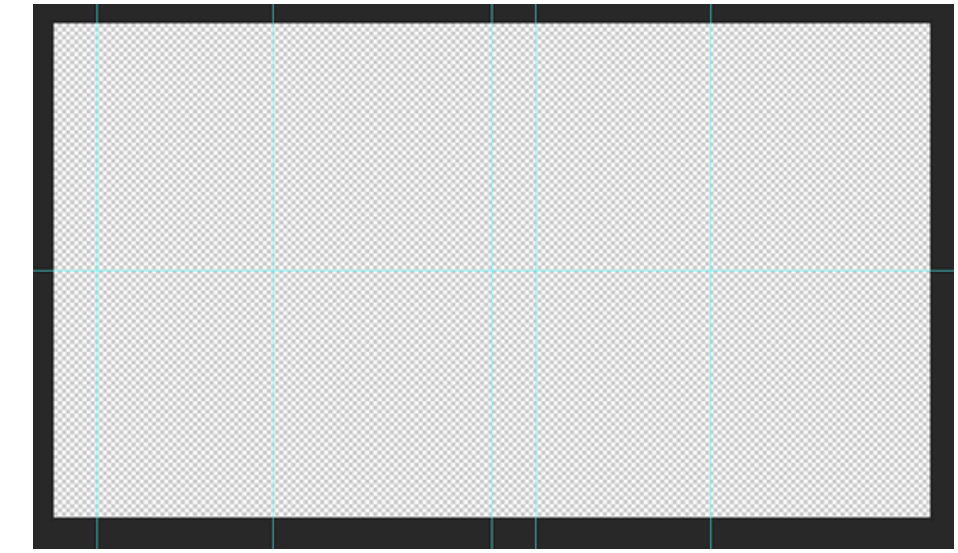
WOBZ
PRINT

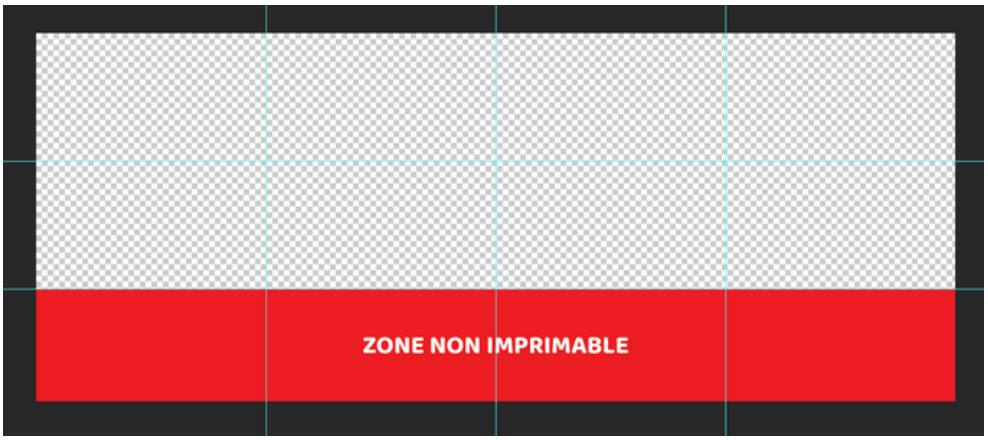
Printing guide

Templates :

Use the right templates to send your personalization files to us via this link.

- These templates will help you provide properly sized files for full-print area customization in digital printing or to work with our silkscreen printing templates, allowing you to understand the technical characteristics of this process.





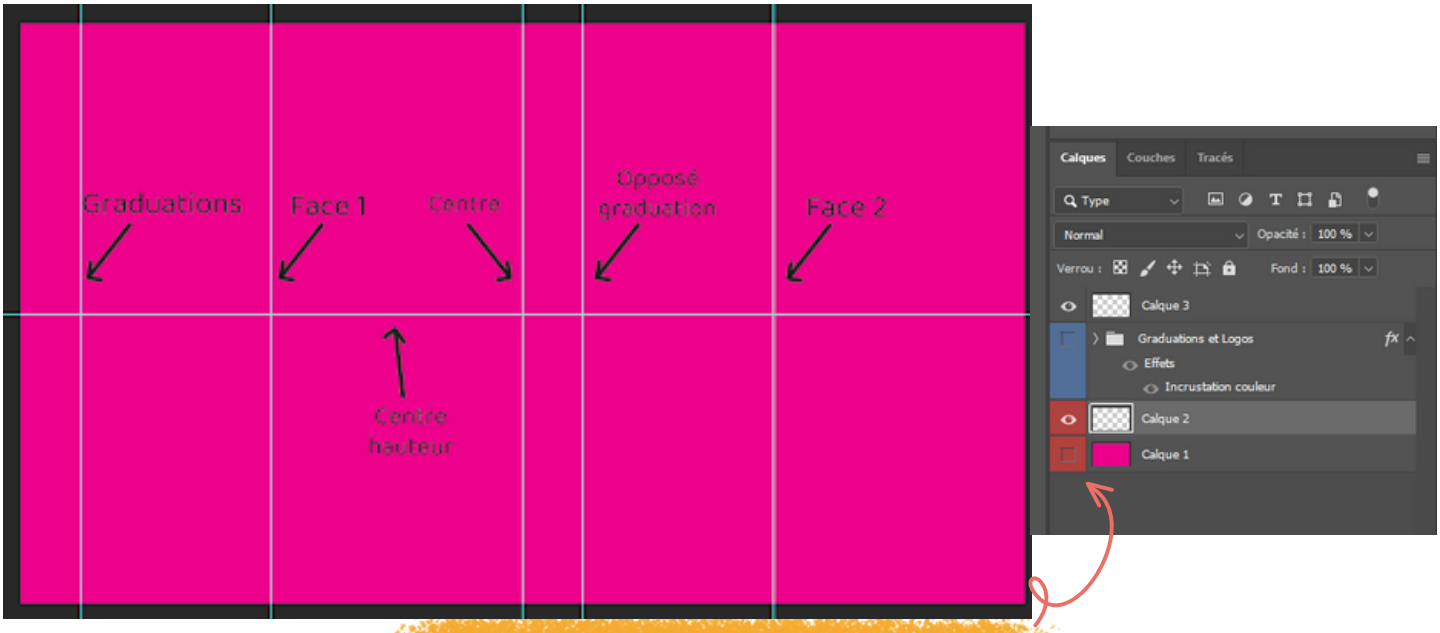
Please note that we do not use crop marks, the template corresponds to the full available print area for each product. For products with non-printable areas, these are not visible in the template. We recommend referring to the product sheets for guidance.

Processes and artwork creation :

- Remove the white background beforehand if it is not intended for printing.
- Provide an optimal quality file with a minimum resolution of 360 dpi (dots per inch).
- Regarding graduations, they are not applied by default. You must use those from the designated template. As a reminder, anything not present on the Print proof will not be printed.
- Avoid solid color fills on dark-colored areas. If light-colored solid fills are needed, please contact the sales department for approval and feasibility confirmation.
- Ensure a minimum text height of 3 mm.
- Apply a minimum line thickness of 3 pixels.
- To optimize the functionality of QR codes after printing, we recommend a minimum size of 1.5 cm for QR codes.

-> It is important to keep in mind that printing is done on a conical object. To improve functionality, the size of the element, as well as its color, plays an Important role. A high-contrast QR code (black and white) will be more scannable than a low-contrast QR code (yellow and white).

This rule also applies to all types of visuals. For instance, a light gray logo will either be invisible on the cup or barely visible.



Le gabarit comporte plusieurs aides, repères, fond magenta, graduations...

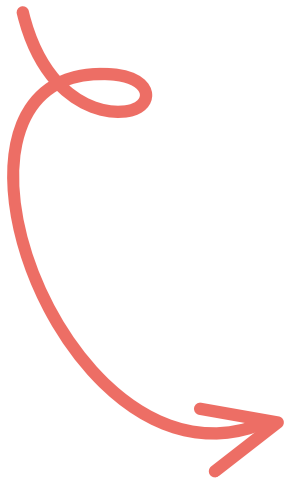
Ultra Personalization :

Ultra personalization involves placing an order for uniquely customized cups on a per-unit basis. For example, an order of 100 cups with 100 different names.

We have two methods to achieve ultra personalization :

- **Image Format:**
  - We require all the different designs in the template format.
  - You can provide the visuals as a multi-page PDF.
  - Each page will correspond to one design, and we will create one print file per page, resulting in one cup per page.

- **Text Format:**
  - We need a finalized design in the template format and an Excel file containing the list of names/nicknames/surnames.
  - Specify the chosen font and the text placement. Please note: We cannot perform ultra-personalization with text on two lines or in two different locations on the same design.



	A	B	C
1	NOM		
2	Abdelaziz		
3	Abdelkader		
4	Adriana		
5	Alain		
6	Alain		
7	Alexandra		
8	Alexandre		
9	Alexandre		
10	Alexia		
11	Alexis		
12	Allan		
13	Amandyne		
14	Ambre		
15	Amélie		
16	Anais		
17	André		
18	Angélique		
19	Anne Marie		
20	Antoine		
21	Astrid		
22	Audrey		
23	Audrey		
24	Aurélie		

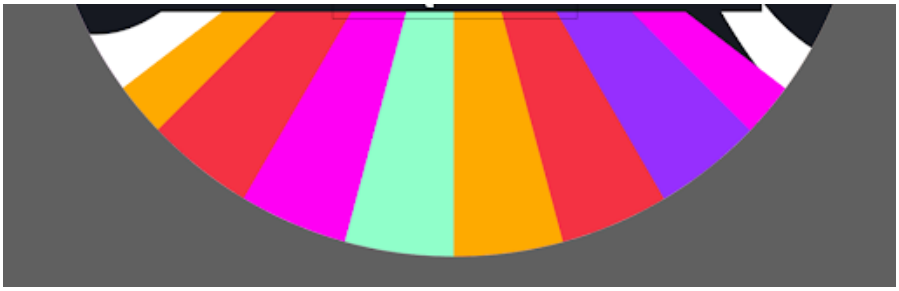
Technical Details

Our printing process involves projecting ink droplets and uses Cyan, Magenta, Yellow, Black (CMYK), along with a white underlayer (referred to as the support white).

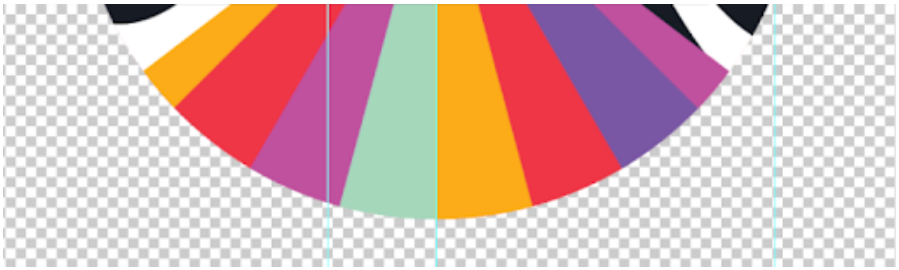
Given the specifics of this process, please ensure that your color profile is accurate. We **work in CMYK, not RGB**.

Please keep in mind that the color profile for printing differs from what you see on your computer screen.

RGB



CMYK

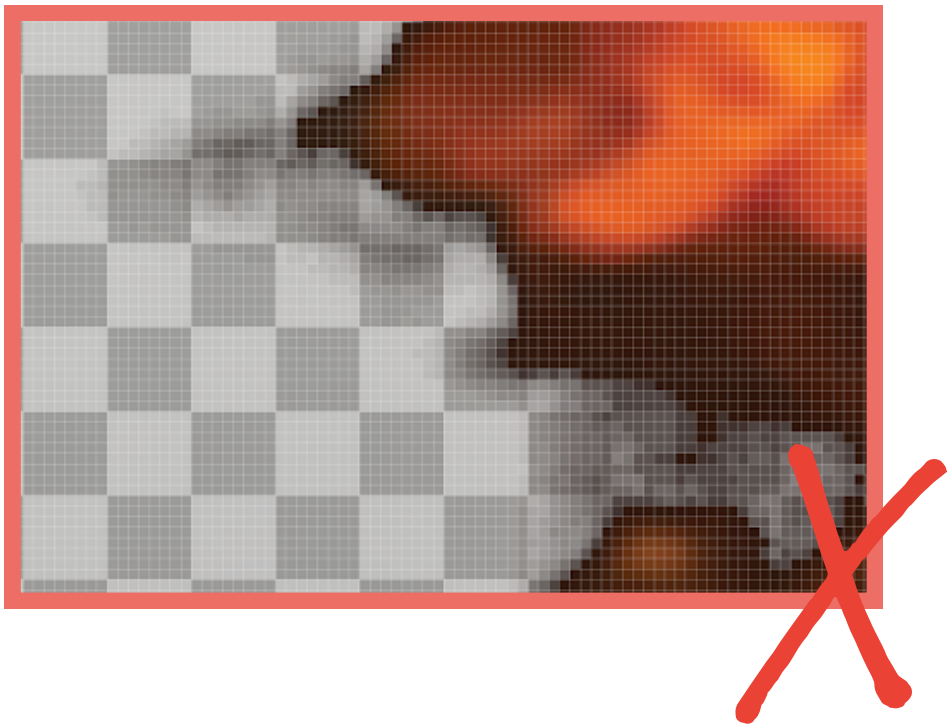


For Optimal Processing :

- Check the ink coverage for black:
    - For most cups (except 12-18cl): Use pure black - CMYK (0, 0, 0, 100).
    - For the rest (including 12-18cl cups): Use rich black - CMYK (30, 30, 30, 100).
- Check whites: Avoid using off-whites, as they do not print well. Opt for pure white - CMYK (0, 0, 0, 0).
- Ensure ink coverage stays below 200% for solid fills, and no individual color component should be below 5% ink coverage.
- Avoid transparent elements: Ensure all elements are sufficiently opaque to ensure proper printing quality.

For glass and Tritan products: A surface treatment is required both before and after printing, including the application of top coat and primer for glass items. If the design contains "dead" or semi-transparent pixels, this will expand the top coat area, resulting in a less visually appealing finish.

Example of graphic treatment to avoid on a Tritan or glass product:



Visual Transparency :

Transparency can be handled in two ways with our printing method, and it applies exclusively to cups.

- **Transparency through white support management.**

This is done directly on the print file and is rarely visible on our print proofs, except for colored cups. Removing the white support is primarily useful for integrating the color of the cup or in cases where a solid fill is too dark. By removing the white layer, an additional print layer is eliminated, reducing ink buildup and minimizing potential defects like streaks. This process is manually handled by an in-house graphic designer.

IMPORTANT : The white support corresponds to our white ink layer. If the white support is removed from a white area of the design, that area will remain unprinted and, therefore, transparent.

- **Transparency through Semi-Opacity of the Visual.**

This option is primarily used for visuals featuring a diffuse effect or a gradient fading to transparency.
In this case, no manual adjustment of the white support is performed. The white support is automatically applied based on the opacity of the visual. For example, if the visual is 15% semi-opaque, there will be 15% white support in that area. As a result, the transparency effect is less pronounced compared to manually removing the white support.

Left Cup: Automatic treatment without management of the white support.

Right Cup: Manual treatment of the white support management.

If you're more interested in this topic and wish to deepen your understanding, we invite you to select the "Intermediate" or "Gold" package. These packages include examples of white support management and comparisons between solid colors and colors without white support.

Silkscreen Printing :

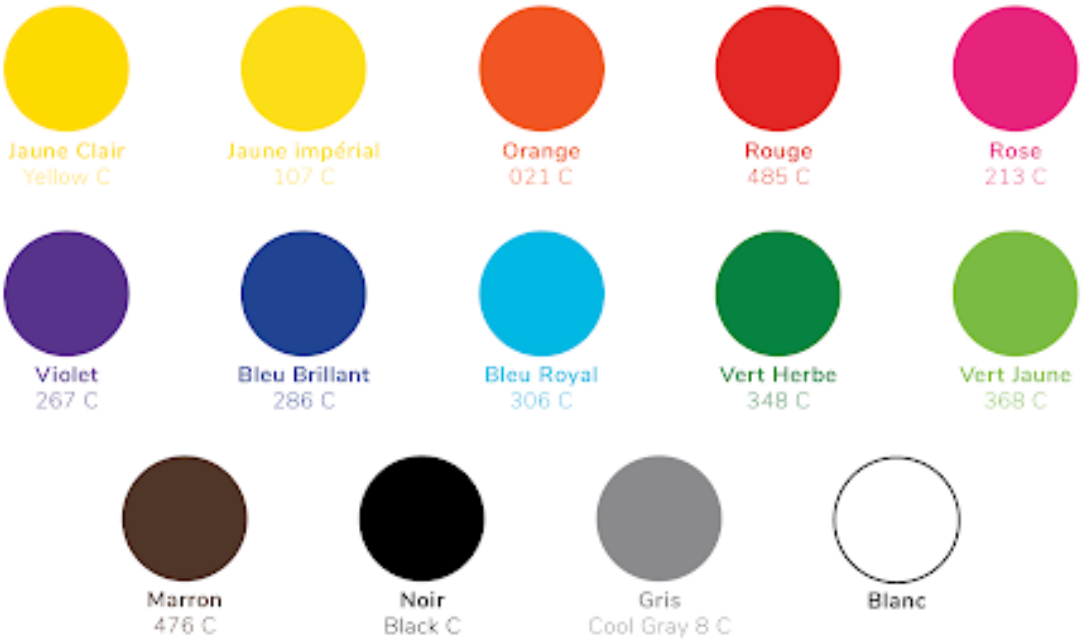
- Silkscreen printing works exclusively with vector format files.

If you are unable to provide a vectorized file, it is essential that the file is of high quality, as there is a risk of losing elements during the vectorization process.

- Silkscreen printing can only be done in 1 or 2 colors.
- The printable area does not cover the entire cup. Therefore, a design cannot wrap around the entire cup.
- Unlike four-color printing (CMYK), silkscreen printing does not require CMYK; we work with Pantone Solid Coated colors.

Below is the list of free Pantone colors available for use. Any other color is subject to an additional charge.

021C; 485C; 213C; 107C; Yellow C; 306C; 286C; 267C; 368C; 348C; 476C; White; Cool Gray 8C; Black.



CE/CA Marking Standard :

Since 2024, we are able to offer our CE Certified Graduation. This is available upon specific request.

This standard applies to all our cups.

- The graduation is certified to contain up to 3 gauge marks maximum (for example: 25 cL, 12.5 cL, 5 cL).

- The graduation must be placed within a dedicated space, and no other elements can be present. It will therefore appear on a transparent background.

- The CE graduation can be in a different color; this is the only way to personalize this marking.

Since the graduation is issued by the LNE (Laboratoire National de Métrologie et d'Essais), we cannot modify any elements. Every logo, number, font, or shape is registered to comply with the standard.

For each order requiring a CE marking, a double verification is carried out by both the graphic designer responsible for the order and our quality manager on-site at the production facility.

Physical Print Proof :

For all orders over 5,000 units, we recommend creating a physical Print proof.

The physical Print proof includes the graphic treatment of the order and the sending of a sample before production begins.

- After the sample is validated, the design will not be altered graphically and will be sent directly to production.

- In case of refusal of the physical Print proof, we will redo your visual according to the request and initiate another validation loop until satisfaction is achieved.